

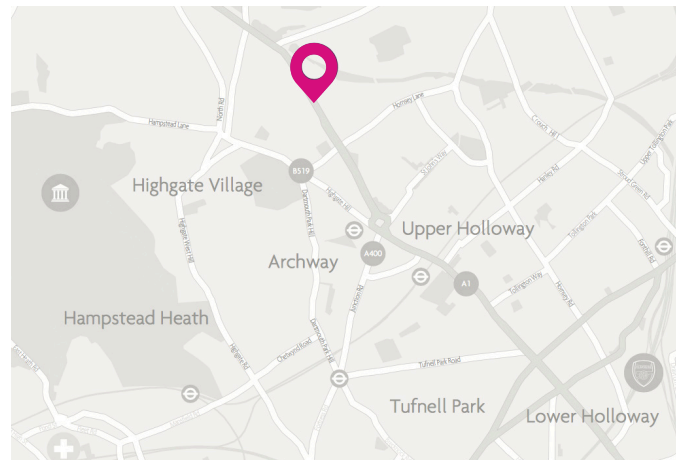


# A1 Archway

## Highgate

Located within the affluent area of Highgate & Hampstead, the A1 Archway enjoys an unrivalled elevated position, head-on to queueing traffic where three lanes converge into one. This high specification large format digital screen targets business commuters and also reaches a wealthy residential audience drawn from the surrounding boroughs of Hampstead, Highgate and Muswell Hill.

Known for its intellectual, liberal, artistic, musical and literary associations, this area has some of the most expensive housing in London. The nearby village of Hampstead has more millionaires within its boundaries than any other area of the UK. The largest employer in the area is the Royal Free Hospital. The A1 Archway delivers 307,974 impacts every two weeks (with a 40% AB bias).



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1200 X 336 PIXELS



**FILE FORMAT**  
JPEG



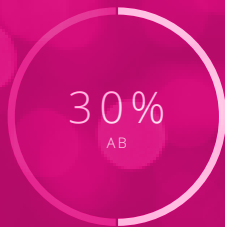
**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS **307,974**



33%  
HIGH INCOME  
(INDEX 261)

27%  
HIGH-MIDDLE  
INCOME  
(INDEX 112)

14%  
EMERGING  
INFLUENCERS  
(INDEX 115)

18%  
ASPIRING  
URBANITIES  
(INDEX 120)

14%  
MODERN  
FAMILIES  
(INDEX 130)

15%  
SYMBOLS OF  
SUCCESS  
(INDEX 164)

### COLOUR MODE

RGB ( true black = RO,GO,BO) - CMYK not accepted. It is preferable to use bold and contrasting colours with full shades as they look better on LED displays. Large and legible fonts – minimum pixel height for text 5 pixels  
No gradients

### FILE NAME

Please label file with campaign name and panel name: BRANDNAME\_Archway.file format

### DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

### CONTACT

For all enquires please contact: marketing@outdoorplus.co.uk